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ECHO OF ARUBA

AN ECONOMIC MONTHLY



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Echo of Aruba

AN ECONOMIC MONTHLY

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Voorwoord van Z. E. de minister van Financiën en Welvaartszorg J. E. Irausquin en van Gedeputeerde O. S. Henriquez

TEN GELEIDE.

Ekonomiesche ontwikkeling is een proces dat werkzaam is in een zeer groot aantal onderdelen van elke samenleving.

Zowel het tempo als het resultaat van de ekonomiesche ontwikkeling is derhalve in hoge mate afhankelijk van de wijze waarop dit menselijk proces in de vele onderdelen verloopt.

De Overheid, werkgevers en werknemers uit het particuliere bedrijfsleven, vertegenwoordigers uit het verenigingsleven en vrije beroepsbeoefenaars, zij allen oefenen op eigen wijze invloed uit op het ekonomiesch gebeuren, dat zich afspeelt in landbouw en veeteelt, mijnbouw, energie-voortbrenging en industrie alsmede handel en verkeer.

Het laatstgenoemde begrip, n.l. verkeer is eigenlijk de sleutel tot een voorspoedige ekonomiesche ontwikkeling.

Verkeer houdt in uitwisseling van personen, goederen, geld en gedachten. Deze uitwisseling is de grondslag van alles wat er in het ekonomiesche vlak gebeurt en het is in het bijzonder de uitwisseling van gedachten, die de eerste stoot geeft tot het aanpakken van verschillende mogelijkheden.

Het verschijnen van dit nieuwe orgaan is vooral in dit verband bijzonder verheugend.

Nu de Overheid zo intensief arbeidt om op de Antillen de welvaartsbasis te verbreden en de werkgelegenheid te verruimen is er meer dan ooit gelegenheid voor en behoeft aan particulier initiatief.

Het verschijnen van dit nieuwe blad op dit ogenblik vind ik verheugend. Het is een bewijs van een toenemend streven van het Bedrijfsleven om actief deel te nemen aan de bevordering van de ekonomiesche ontwikkeling van Aruba. Juist op dit ogenblik is daar naar mijn overtuiging meer dan ooit behoeft aan.

De Overheid heeft in de afgelopen jaren getracht een basis te leggen voor een nieuwe ekonomiesche ontwikkeling in de hoop en de verwachting dat op deze basis zal worden voortgebouwd. Nu komen we evenwel aan het moment dat het

Voor de industrie-ontwikkeling is er thans op Aruba volop en goedkoop energie water en stroom verkrijgbaar en tevens wordt een gunstig belastingklimaat geboden.

Het nieuwe op Overheidsinitiatief gebouwde luxe hotel opent vele mogelijkheden voor verdere ekonomiesche aktiviteiten in verband met het toeristenverkeer. Bovendien mag verwacht worden, dat op industrieel en commercieel gebied vele nieuwe mogelijkheden zullen ontstaan, zodra de onderhandelingen betreffende de associatie van de Nederlandse Antillen in het kader van het Europees Ekonomiesch Verdrag (Euromarkt) zullen zijn voltooid.

Gezien onze ligging kunnen wij een nieuwe, nuttige, en interessante rol vervullen t.a.v. de handelsbetrekkingen tussen onze buurlanden en onze a.s. verdragsgenoten in de Euromarkt.

In het licht van het bovenstaande ligt er voor de "Echo of Aruba" een belangwekkend taak, n.l. bekendheid geven in binnen en buitenland aan de mogelijkheden, die Aruba biedt.

Een goede vervulling van deze taak zal ongetwijfeld waardevolle initiatieven wakker roepen en stimuleren.

Het is mijn sterk gevoelde wens dat dit orgaan in deze belangrijke taak zal mogen slagen tot welzijn van Aruba.

J. E. Irausquin
Minister van Financiën en Welvaartszorg.

woord - en nog meer de daad - aan het bedrijfsleven is. Als het beste voorbeeld noem ik het toerisme. Algemeen is men de mening toegedaan dat Aruba goede mogelijkheden biedt voor een voorspoedige ontwikkeling van het toerisme. De eerste stappen zijn echter het moeilijkst en daarom heeft de Overheid haar katalyserende taak vervuld door zorg te dragen dat een luxe - hotel is gekomen, hetwelk niet nalaten kan allerwege de aandacht op Aruba als toeristen - centrum te vestigen.

Bovendien is er een begin gemaakt met het op

Esso - The Sign Of Service

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intensieve wijze propaganda maken in het buitenland. Na deze noodzakelijke stoot zal veel, zo niet alles afhangen van de follow-up welke het zakenleven zal geven.

Meer, veel meer propaganda zal moeten worden gemaakt, er zal uitstekende service moeten worden gegeven.

Velerlei faciliteiten voor de toeristen zullen moeten worden ontwikkeld en de bestaande accommodaties zullen verbetering behoeven. Tenslotte

is te verwachten dat ook de vraag zal komen naar meer accommodatie.

In dit verband kan dit orgaan als spreekbuis van het bedrijfsleven coördinerend werken en als coördinator verschillende initiatieven uit de gemeenschap wakker roepen.

Ik hoop van harte dat dit blad in deze mooie en belangrijke taak zal slagen en wens de leiding hierbij het grootste succes toe.

Gedeputeerde O. S. Henriquez.

Aruba's Toekomst

Arturo M. Arends

Voorzitter van de Vereniging van Handelaren.

Aruba gaat een nieuwe toekomst tegemoet. Nieuwe industrieën worden aangetrokken. Onze economische ontwikkeling houdt nauw verband met het welslagen van deze nieuwe ondernemingen,-

Voor dit welslagen is samenwerking nodig van handel, nijverheid en Overheidinstellingen.- De Overheid heeft door durf en vooruitziende blik reeds blijk gegeven een open oog te hebben voor deze economische ontwikkeling.-

De handel moet bewust zijn van de grote verantwoordelijkheid en plicht die op haar rust. Verantwoordelijkheid voor een nauwe samenwerking met alle instanties die bij deze economische ontwikkeling betrokken zijn.- Plicht om de samenwerkende instanties zoveel mogelijk financieel en moreel te steunen. Hiervoor is in de eerste plaats nodig een hechte en innige band tussen handelaren, importeurs, agenten en allen die bij de handel betrokken zijn.-

Dank zij de enorme arbeid en doorzettingsvermogen van vele actieve leden van onze Vereniging is het tenslotte gelukt "De Echo" het licht te doen zien. De weg is gebaand. Aruba zal ongetwijfeld meer bekendheid krijgen door het gereeld verschijnen van dit blad.- Hiervoor is nodig eendracht en ondernemingsgeest, gepaard met financieel en morele steun van ALLE LEDEN van onze Vereniging. Niemand mag achterblijven "all hands on deck" moet ons parool zijn.-

Een ruim gebruik van ons blad voor advertenties, bekendmakingen en mededelingen zal in het belang zijn van allen die het welzijn van Aruba voor ogen hebben.-

Zorgt dat "De Echo" niet alleen op Uw kantoor wordt gelezen, maar ook door Uwe buitenlandsche relaties.

Daardoor wordt meer bekendheid gegeven aan het bestaan van een eiland dat verdient in de hele wereld bekend te zijn.

Enkele aspecten met betrekking tot de Internationale Burgerluchtvaart

door C. W. G. Schotborgh

Met het schrijven van enkele artikelen voor de "Echo of Aruba" handelende over bepaalde aspecten met betrekking tot de internationale Burgerluchtvaart, wil ik trachten meerdere belangstelling te wekken voor dit medium van vervoer, een vervoer dat als zeer belangrijk moet worden geacht voor een verdere economische ontwikkeling van Aruba.

Pogingen tot het uitbreiden van bestaande en de aantrekking van nieuwe luchtroutes naar onze Princes Beatrix Luchthaven, moeten, om meer dan één reden, als urgent worden beschouwd.

De ontwikkeling.

Vlak na de 1e wereldoorlog, in 1920, werd een autoriteit in Europa aangeraden, om met zijn tijd mee te gaan en een vliegveld te laten aanleggen

dicht bij de stad. Het zou o.a. de welvaart van deze stad zeer ten goede komen.

In het begin had deze ambtenaar er wel oren naar, maar toen hij hoorde, dat de startbaan een lengte zou moeten hebben van 2500 voet, gaf hij te kennen, dat het hem verstandiger leek om te wachten tot de luchtvaart zich zó zou hebben ontwikkeld, dat men met kleinere vliegvelden zou kunnen volstaan.

De luchtvaart heeft zich inderdaad ontwikkeld en de groei ervan is in de laatste 25 jaar zodanig geweest, dat het met geen enkele andere technische ontwikkeling, op welk terrein dan ook, vergeleken kan worden. En zeer waarschijnlijk tot grote teleurstelling van onze ambtenaar bracht deze groei geen kleinere vliegvelden of mindere kosten met zich mee, integendeel: zij, die zich wél gewaagd hadden aan vliegvelden van 2500 voet en minder, merkten weldra, dat hun velden geregeld vergroot moesten worden.

Kon in het begin worden volstaan met geëgaliseerde grasvelden en het succesievelijk verlengen hiervan, al spoedig werd het duidelijk dat, wilde men met zijn tijd meegaan, deze velden van een verharde bovenlaag moesten worden voorzien, teneinde de steeds groeiende en zwaarder wordende luchtvogels veilig te kunnen laten starten en landen.

Niet iedereen realiseert zich, dat het vliegtuig dat het leven begonnen is als een kleine, primitieve motor, geflankeerd en vastgehouden door twee vleugels en wat staaldraad, nu reeds uitgegroeid is tot een technisch vernuftig apparaat.

En wanneer men zo'n toestel hoog door de wolken ziet gaan, kunnen velen zich niet voorstellen, dat het bijvoorbeeld een ventilatie-systeem met zich meeneemt, geschikt voor een kleine bioscoop; of een electrische installatie groot genoeg voor een bescheiden hotel en in staat om een landingsgestel van 8 voet lang, met een gewicht van ruim

6000 lb. op te klappen in een tijd van 20 sec. Evenzo een drukssysteem, dat in 1 minuut tijd 50 autobanden zou kunnen oppompen!

Toch moeten wij erkennen dat er, in verhouding met deze snelle groei, weinig uitvindingen zijn gedaan om het vliegtuig tot op zijn huidige ontwikkelingsniveau te brengen. Toepassingen en perfectionering van reeds vroeger gedane technische vindingen op algemeen gebied, tesamen met hard werk en de gedachte dat niets goed genoeg kan zijn, waren voornaamste oorzaken van een snelle vooruitgang.

Vliegtuigen hebben vliegvelden nodig, vliegvelden aangepast aan gewicht en grootte der diverse toestellen, zodat er veilige starts en landingen op kunnen worden uitgevoerd.

Vliegvelden hebben weer mensen nodig, bijvoorbeeld om de vliegers door middel van radio- of visuele signalen behulpzaam te zijn bij het starten en landen, (luchtverkeersbeveiliging). Of om de weergesteldheid mede te delen, welk onderweg te verwachten is (meteorologische dienst). Ook moesten er voldoende radio-communicatie middelen zijn, zodat de vlieger, al is hij nog zo hoog, in de gelegenheid is verbinding te hebben met de grond.

Alle regels en voorschriften, in verband met bovenstaande voorbeelden, moeten overal gelijk zijn, zodat een vlieger waar ter wereld hij zich ook moge bevinden, direct begrepen kan worden.

De startbaan op Dakota moet voor de diverse typen vliegtuigen aan dezelfde eisen voldoen als b.v. de starbaan op het Dorval vliegveld in Montreal.

Of het formulier, bestemd voor een weersverwachting, moet in Amsterdam gelijk zijn als in Bagdad. En een bepaalde uitdrukking in het radiotelefonisch verkeer moet zowel in Djacarta als in New York begrepen kunnen worden.

vervolg pagina 16

THE PUBLISHER'S PAGE

Morris Serphos Jr.

The first issue of this renovated "ECHO" publication will mark an important step in the economic development of the island of Aruba.

It presents a publication sponsored by the Aruba Merchants Association, since many years an organization on Aruba, promoting the economic

well being of the island, and taking the problem of its members at heart.

What will be the purpose of the "ECHO"? Of course we may assume that every reader appreciates the by-laws of the Foundation "ECHO" of Aruba, which has been chartered in January of

this year. Article no. 3 of the by laws reads as follows: "The Foundation's purposes are: To propagate Aruba as a Tourist Resort, a location for establishment of Industry and as a seat of Investment Companies. "Moreover it will be a contribution towards a closer communication between the Aruba Merchants Association and its members.

The distribution of this periodical will be spread freely in the Netherlands Antilles, the other countries within the Kingdom of the Netherlands, the United States of America, Venezuela, Columbia, and other countries.

It will be directed towards the most influential groups and individuals in Industry, Trade, Banking and the free Professions.

When this issue is published Aruba will receive more and more attention, due to the recent opening of the first Tourist Hotel in Aruba, The Aruba Caribbean Hotel, which undoubtedly will enhance Aruba's favorable economic position and put it on the world map once again.

The publication is financed by the Aruba Merchants Association and its advertisers, without any subsidies from other sources. Over 1,000 copies are printed of every issue each calendar-month of the year.

Businessmen will readily see the advantage of having responsible advertising reach such important medium.

What will be the results of the 'ECHO'? We think that more prospective investors will see the advantage of participating in the young vigorous and growing economy of this island, with progres-

sive businessmen in the front rows to promote the island. We expect more industry to employ our growing Labor force, a stable cost of living index, an ultimate reduction of taxes of the already low rates collected, among the lowest anywhere in the Western Hemisphere, with great advantages of tax exemptions for many years for new Industry. We expect a specialisation amongst the laborers, and perfected schooling for them, in order that they may fully prosper from the expanded Economy of the island. We expect a close cooperation with the authorities concerned, an appreciation of the fact that Aruba Commerce itself wants to take part in its progress. We are of the opinion that a close working agreement between Commerce, Labor, and Government will create the best atmosphere for the enhancement of the economic development of all our resources.

To you readers in foreign countries who are interested in the advantages of establishing on our island of Aruba, we wish to offer an additional service. If you are interested in our island, or if you want to know more facts and figures, do not hesitate to write us and we will supply you with all information that we have available. Whatever information we do not have ourselves we will obtain for you from the Government Offices, local lawyers, and other experts in this field. We will gladly offer our help to solve your problems. Please direct your inquiries to: Publisher of the "ECHO OF ARUBA", Box 200, St. Nicolaas, Aruba, Netherlands Antilles.

Any constructive criticism from our readers anywhere is welcome.



HOTEL ARUBA CARIBBEAN

By: C. M. Bastiaanse

The new hotel in Aruba is unique in many respects.

All over the world there are undoubtedly many excellent hotels, like this one.

To a guest, however, they are all the same. The front-office is the same, the key to the room is the same, only the label may be of a different size and color, the facilities are the same.

An hotel offers a certain standard of comfort. It is a place to eat and to sleep. It is also a place that a guest wants to flee from, only to return if necessary.

Like all other modern hotels, the Hotel Aruba is a modern building and it offers modern com-

forts. But the building is situated on a beautiful beach, among palm trees. The landscaping is fascinating. The entrance is definitely not standardized.

The architect, Mr. Morris Lapidus of American nationality, must have an ingenious mind. He is a very good architect and he has so much experience with the Eden Rock and the Fountainbleau in Miami, the Arowak Hotel in Jamaica etc. He would have been equally good though as, let us say, a psychologist. His building is not modern with a vengeance, it is not spasmodic. It just has a modern style because it is rational and because it is beautiful. By various means the architect

has succeeded in blending the building with the surroundings. For instance, he has had the courage to use the local cactus-hedge. The historical background, local as well as Dutch, has been injected into the plan, but not haphazard.

The total result is a pleasing, organical entity, from which the guest will not want to flee. He will feel at home and he will feel constantly intrigued by many unexpected features.

As such the new Hotel Aruba is unique: It does not bore you.

That is not a happy coincidence. It is the result of planning.

Mr. Michael Kuiperi of the Tourist Bureau Aruba told me about the planning behind the set-up of this hotel.

He told me why the hotel-company, N.V. Aruven, was founded, why they contracted Mr. Lapidus and why they entrusted the construction of the building to Taylor West Indian Construction Cy.

For the operation, Aruven contacted Condado Caribbean Hotels Inc.

This experienced company, president Mr. Morris de Woskin, has, among others, in operation the Executive House in Chicago, the Condado Beach and El Barranquitas in Puerto Rico, the Havana Riviera in Cuba.

It was stipulated that all losses would be for account of Condado and that Condado would receive one third of the profits.

That shows the confidence that Mr. de Woskin has in the success of the new hotel and consequently, in the manager, Mr. Wolfe.

To ensure a success some favorable circumstances must be in attendance and some planning must be done.

Since a few months a salesman of Condado has been doing extensive travelling in the United States and in South America in order to drum up business for Hotel Aruba. This gentleman has been highly successful in the case of the Puerto

Rico Hotels, so that it can be expected that he will be at least equally successful now, for in this case he has far more to offer.

Our climate is better. No tornadoes, no rain, lots of sun.

Our beaches are better by far.

The population of Aruba does not only speak one language, but four, to wit English, Spanish, Dutch and Papiamento.

The prices in Aruba are lower, especially for luxury goods, such as liquors, parfums, photographic equipment, jewelry. The prices in Puerto Rico are as sky-high as in the United States, at least for this kind of merchandise.

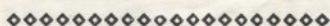
As in all these respects Aruba has an advantage over competitors, Aruven feels justified to expect a high percentage of occupancy for the 120 rooms and 20 cabanas.

The room rates are comparatively low. They are low in ratio to the cost of building, furniture and equipment. However, Hotel Aruba is a resort hotel, so that the ratios of a transient hotel are not applicable.

The same reasoning falls true for the number of personnel, that need not be 120.

In the past Aruba did not have enough hotel accommodation. Not only does Hotel Aruba supply a want, but it also creates the possibility to a better development of Aruba's resources. The direct advantage of this new hotel for the economy of Aruba will be substantial, the indirect advantage is still more valuable. However, there is no such an easy formula as: "Build an hotel and over night Aruba will prosper".

The cooperation of all is essential. We depend upon the industry of the population, the integrity of our merchants in order to maintain our price-level and above all: we must advertise. We must put Aruba on the map. An hotel alone, even Hotel Aruba, is not enough, but industry, honesty and courtesy together will make Aruba attractive to the tourist-trade.



Insurance for Aruba's Future

(Speech given by B. Teagle at the Aruba Rotary Club meeting of April 6, 1959).

Tonight we have asked the officers of the Chamber of Commerce and the Merchant's Association to join us in our Rotary meeting. We have done so for we feel sure that they, as we, are vitally interested in the same thing — the future well-

being of Aruba. What can we do to insure this future?

Most of us know from experience that you can not get what you want or hope to achieve without careful planning. The Government has plans

for the economic development of this island. La-
go has short-range, as well as intermediate and
long-range planning to effectually carry on their
operations. An important part of any such plans,
if they are to be successful, must be the careful
consideration of the underlying policies which are
to serve as guides in carrying these plans to con-
clusion. It is not enough to build the physical
structures. At the same time it is necessary to
build up and educate the organizations and the
people who are to run and service these new fa-
cilities and the other business activities that are
tributary.

Aruba is about to begin a new era — the era
of the tourist trade. New conditions and new
problems are going to face all of us. Are we pre-
pared to meet these new conditions and problems?
I would like to answer that question by saying
we are if we start right now to develop, put into
effect and practice a policy to guide us in the
handling of all these new projects, as well as all
the people who directly and indirectly service
these new developments. Our invited guests, as
well as all of us Rotarians, can do something a-
bout this; and we should not wait until tomor-
row, but start today, as tomorrow may be too
late.

I believe we all recognize that we need some
guides to successfully carry out any endeavor. We
have laws to govern our society; we have building
codes to see that our structures are safe and
healthy; our religions set forth certain moral codes
for us to follow. I am sure if all such guides
were accepted and followed we would have little
trouble in carrying on our daily lives in whatever
field we operate. However, we find that in
handling various phases of our lives special rules
and guiding principles help us to keep our
thoughts and actions properly focused on our
special problems.

As Rotarians interested in our community, we
feel that we need something to guide us. We
have what is known as the "Four-Way Test". If
our conduct passes this "Four-Way Test" we
feel that we are acting in the best interests of
the community. The "Four-Way Test" of the
things we think, say or do is as follows:

- (1) It is the TRUTH?
- (2) It is FAIR to all concerned?
- (3) Will it build GOODWILL and better
FRIENDSHIPS?
- (4) Will it be BENEFICIAL to all concerned?

Let's take a look for a moment and examine
this "Four-Way Test".

Is it the TRUTH? .

There should be little doubt amongst any of us
that as a personal and business policy "honesty
is the best policy". To be otherwise makes life
much more difficult and unpleasant. Most of us
have many examples showing that it pays to be
truthful.

Is it FAIR to all concerned?

The Golden Rule "Do unto others as you would
have them do unto you", is as good today as it
ever was.

Will it build GOODWILL and better FRIEND- SHIPS?

As good businessmen you know that a good sale
is one in which both the buyer and the seller are
satisfied that they have made a good deal. It is
only on this basis that confidence is built up be-
tween the buyer and the seller. This is the way
to build up repeat business.

Will it be BENEFICIAL to all concerned?

As a responsible member of the community, are
the actions taken going to benefit the community
as a whole? If our actions do benefit the com-
munity they will benefit each one of us indirectly.

As a starting point for preparing a code of e-
thics for business people to follow, I would like
to suggest that we start with the "Four-Way
Test". It is simple and understandable, devel-
oped by businessmen and proved successful by bu-
sinessmen all over the world.

Many new problems will arise with the large,
hoped-for, tourist trade. If these problems are
met by all the people with whom the visitors come
in contact, Aruba will establish a good reputation
around the world and will attract more visitors
to the Island. In turn, these tourists will bring
more prosperity to the Island. If these tourists
are not treated as they would like to be treated
because we do not have a common policy and fol-
low this policy to build up goodwill, our invest-
ments in hotels, stores and other facilities for the
tourists will not profit anyone. Our Rotary slogan
can well be used to cover point, "He profits
most who serves the best".

As an aid in getting this policy preparation

movement started I am going to turn over to the officers of the Chamber of Commerce and the Merchant's Association copies of the Rotary "Four-Way Test".

It is suggested for the consideration of these gentlemen, firstly, that they arrange to see that all merchants and business people serving the public be given one of these "Four-Way Test" scrolls to place prominently in their places of business. This scroll, when observed by the client and if backed by an honest effort of the businessman in his dealings with the client, will establish confidence in the merchandise sold or service rendered. Secondly, that these two organizations should further arrange to prepare, sponsor, distribute, and advocate a code of business ethics based on these principles. Such principles, if followed, will build confidence - which is a highly essential ingredient in building up any new business, as well as maintaining an established business,

ness. You may say we do not need such a policy; we know how to handle our business. This may be true, and if so, let's keep it that way by continually reminding ourselves with a simple, workable, code which all business people and others can follow in handling the tourists. These are special people who need special handling if you are going to keep them happy, and on their happiness depends your success and Aruba's future.

Let's be ready to handle the new tourists business by having a recognized code of ethics which all of us can live by. This will be our best insurance that the tourists will leave Aruba with a feeling of good will and confidence. With this feeling of confidence they will spread the good word that Aruba is a place to go for a pleasant and gratifying holiday. Once this word gets out, Aruba is on the road to success. Let's get together and write a policy to insure this success. I feel sure every Rotarian will do his part.

Aruba

By: John Leslie Olson

I should like to write about Aruba as seen through the eyes of an American tourist visiting this lovely island. In that regard perhaps I can qualify as my own expert for I am an American who was attracted almost two years ago by the tourist possibilities here. My first visit- incidentally after visits to a host of other Caribbean islands- was in the middle of 1957. "Veni, Vidi, Vici", Ceasar's well known "I came, I saw, I conquered" must be paraphrased for Aruba as follows: "I came, I saw, I was conquered".

Perhaps first and foremost of its many attractive features is its almost continuous white coral sand beach stretching from just beyond Oranjestad almost to Malmok near the northwestern tip of the island, a distance of about 7 miles. This beach, fringed and protected by coral reefs whose varying depths produce the magic of blues and greens, provided a safe and gradual entrance for the bather to the buoyant and refreshing waters of the Caribbean. My first surprise was the sand- cool and inviting in spite of a warm July day. For some reason not quite clear to me, the sand crystals of coral reflect the sun and heat in such a way that only a minimum of heat is retained therein- the resultant effect, a surprising coolness. My next surprise was the water. Surely

this would be warm for isn't this island far south, in fact only 12 degrees north of the equator? I had swum in Florida and Georgia in August and September when the water at times became so warm it was enervating, even repelling in its steaming, cloying intensity. What could I expect well over a thousand miles further south? This then was my second surprise: Water cool enough to provide the slight shock of exhilaration which is a delight to the bather and swimmer the world over, water buoyant enough because of its greater salinity to make floating and swimming a sheer lazy pleasure. Along this same beach, palm studded for a great portion and ultimately to be palm bordered for its entire length which is traversed by a newly completed boulevard direct from the Airport, lie the sites of the future hotels and cottage colonies which represent the great hope and future of the Island. So many new resort areas start out so slowly and painfully with road construction, bridges, and airport facilities lagging behind the need and demand for these improvements. In this respect, the local Aruba Government has shown rare wisdom and heroic determination to provide these items in advance of their need and as a spur to the growth of resorts and new industry. As an additional spur, the

Government offers to qualifying projects the inducement of a Ten Year Tax Holiday.

Until only a few years ago, this area was considered somewhat far from the large population centers of the United States. Now, however, with improvements in air transport and the advent of the "Jet" plane, this area is just around the corner. Treaties between the U.S. Government and the Netherlands permitted the inauguration by KLM of direct flights between New York, Miami and the Netherlands Antilles. There are already several such flights weekly to Aruba including **non stop** flights direct to and from the Idlewild International Airport in New York. And so not only do we have the beaches here but a quick and comfortable way to reach them. I haven't mentioned the various shipping companies that make Aruba a regular port of call. The luxurious Grace Line Cruise boats make weekly calls here, and the Royal Netherlands Steamship Co. lists Aruba as a frequent and regular port of call. Many other lines too serve Aruba so that the tourist who prefers the way of the bounding main can make in that way if he chooses. For most tourists who generally have a limited number of days vacation, the question of weather is one of paramount importance. To be assured of sunshine every day of one's vacation is for some a touch of Paradise. Aruba can give those assurances. Perhaps Aruba would settle for a few days rain, for if Aruba has a fault, it is that its exceeding dryness. But even this becomes a virtue when because of this very feature you find very few insects of any type. Most native Aruban houses have no screening of any kind, nor even windows. Shutters and doors usually wide open reveal the colorful and quaint interiors which are spanking clean and bright with gay curtains and the ever present bouquet of flowers.

Of course, now with the advent of modern hotels, the tourist is assured all those little creature comforts like airconditioning; fine cuisine from the far corners of the world with perhaps a special accent on Indonesian cookery, adopted by the Dutch from their long sojourn in the East Indies; fine liquors at modest prices; shops with luxuries from Europe and the rest of the world at a fraction of their cost in the States; now even **Gambling** with its companion, the glittering World of Entertainment featuring the best in Caribbean as well as Cosmopolitan talent. The **Casino** as presently planned will be at the new "Aruba Caribbean" hotel, the government sponsored tourist resort now expected to open late spring 1959

This hotel is a luxury type, multi-story project designed by Morris Lapidus of Miami Beach fame. It promises a wide variety of services and various attractive tourist offerings, all in addition to its main attraction- beautiful Palm Beach on which it is situated. About one mile north of this site, another hotel, the **Aruba Beach Club**, has been planned as a combination hotel and cottage colony. This hotel also promises many of the features of the larger hotel but will be less formal, offering many advantages for family vacations through its cottage facilities. **Basi Ruti**, another hotel on Palm Beach as is the planned **Aruba Beach Club**, is now in operation as a hotel-club combination. It plans on adding in the near future to its present capacity. The **Strand Hotel** near the Airport and the **Scala Hotel and Restaurant** in Oranjestad proper make up the balance of the hotels now planned or in operation on the leeward side of the Island. That there will be many more is already accepted as a foregone conclusion.

What to do, where to go, what to see? After the beaches, which should hardly be dismissed without additional paeons of praise, come the fantastic rocks and rock formations of Aruba, an unusual collection whose like is unknown elsewhere in the world; then the caves and ancient Indian drawings and markings, their meaning lost in antiquity. Rumor has it that the caves were used as hiding places for the pirates and other outlaws and that some subterranean passageways extend beneath the sea to link Aruba with Curacao and even Venezuela on the South American mainland. Of course, another wondrous sight is the windward and rocky side of Aruba where the spray of the surf flies high into the air, particularly after a storm at sea. This is in sharp contrast to the leeward side already mentioned where the beaches are doubly protected- by its leeward position and by the coral reefs which parallel almost the full length of Palm Beach.

Of great interest in any locality the world over are its people, particularly where they have distinctive traits. Aruba has an abundance of types from the native Arubans, the Dutch, Spanish, Chinese, Indonesian, African, American- U.S., to the many admixtures and blends which represent very photogenic and interesting varieties of modern man. The languages in use, particularly to an American, are a constant source of amazement. The local Papiamento, a combination of Spanish, Dutch, Portuguese, Indian, and a few others, is generally used by the native population

and all who have business with him which includes tradespeople, most local business people, and government representatives as well. Dutch, the official language, taught in the schools throughout the island and used as the language of the courts, legal documents, and much of social contacts as well, probably ranks along with Papiamento as one of the languages most frequently used. American English now running close behind these, however, might ultimately surpass them both. With the advent of the oil business on the east end of the island some 30 years ago, the Lago American colony now numbers perhaps 2,000. (The Lago Refinery is one of the largest oil refineries in the world and is operated by a subsidiary of Esso). Add to this influence the rise in Tourism, particularly from the States, and it is easy to see that English will continue to gain in importance and popularity.

Aruba, only about an hour's flight from Maracaibo or Caracas, Venezuela, is in a strategic position for the tourists who want to move about and see as many different places as they can on their vacation. The coasts of Colombia and Venezuela are almost within view, and there are many tours, jungle and mountain, that will be possible for them without great expense or loss of time.

An article on Aruba would hardly be complete without some mention of its music. Now Caribbean music has infiltrated to the States so it is not an altogether unknown medium. However, in the hands of Antillian musicians who are not only well trained virtuosi but by nature and environment attuned to the tempos and rhythms of the native dances such as the "Merengues" and fast native waltzes, this music assumes a characteristic movement and vibrant exhilaration that

is completely and exclusively Caribbean. The "Steel Band" which in contrast to its harsh name offers a softly musical yet completely rhythmic cadence is equally at home on the dance floor or in the "Carnival" parade; and its resonance, sometimes strong sometimes plaintive, has an especial charm when wafted to the ears o'er the fresh night air.

It is difficult to conclude this article for there are so many things I would like to tell my fellow Americans about this island- about its herds of sheep and goats, half wild half domesticated; about its burros, now largely supplanted by the motor car but still seen occasionally on the back roads; about the Cunuku, the Aruban countryside where the friendliness of the Arubans seems to approach a sort of idyllic purity and charm; about the quaint fences of rocks and living cactus and the houses with their exotic colors and hospitable open doors; about the absence of crime in Aruba where the general attitude towards locks and keys is one of supreme indifference; about the contrasts in dress from the plain almost sacklike drapery of the elder female generation to the smart sack drape of the modern lass, strictly in style but with her own native flair for color and accessories. The additional contrast of seeing this striking bit of modern Aruban feminine pulchritude under a divi-divi tree awaiting a lift to town is as refreshing as it is incongruous.

These comparisons and observations might go on ad infinitum. I hope, however, that I have made one thing clear that Aruba for a variety of reasons: health, climate, recreation, human interest, and many others- is a place to see. Though but a dot on the map, it may well claim a large port of your heart as it has mine.

Does Aruba need a Stock Exchange?

By: Morris Serphos Jr.

In the Netherlands Antilles during recent years a great promotion of new Industry has taken place. The Government of the Netherlands Antilles for this purpose specifically designed Laws favoring the establishing of new Industry.

Among others new Water Projects have been constructed, a Hydroponic Farm was established and a new Tourist Hotel built. Moreover, at the moment a Beer Brewery is being built and the establishment of a Paint Factory and a Chemical

Plant are expected.

Until now, however, one great problem has been the financing by local Private Capital. With the exception of the Beer Brewery, the greater part of the other Projects had to be financed by Public Capital which is Capital supplied by our Governments. Our Governments in turn had to borrow abroad in order to be able to supply this Capital.

Why was this way of financing necessary? Be-

cause there is no local Private Capital available? No, potential investors hesitate because of the lack of a securities market, where their investments can be traded.

The Antilliaanse Brouwery had its shares underwritten by a group of Banks and listing was obtained on the Amsterdam Stock Exchange. The result was that the issue was heavily oversubscribed and is presently selling at a very high premium.

The recent issue of Netherlands Antillian Government Bonds bearing 4½% interest per year again justified a favorable reception on Amsterdam Stock Exchange.

Among the participants in the subscription of both issues were a considerable number of residents of this country, who under different circumstances would not have participated, but since these securities can be traded on the Amsterdam Stock Exchange, many persons took an interest.

This shows that if we were to have a Stock Exchange in Aruba, many residents would consider owning securities in local Corporations.

If interest would be cultivated the advantages to the economy of this country would be manifold.

Which would be the advantages to the Netherlands Antilles?

1. Much Capital presently invested in local Savings Banks and current accounts and savings accounts of local Banks would be made available to the Antillian Economy.

2. Much Capital presently invested in foreign securities in the Netherlands, Venezuela and the United States of America would become available for local investment.

3. Foreign Capital would be more likely to invest in local Stocks and Bonds.

4. The Netherlands Antilles foreign exchange position would take a considerable turn to the favorable side, due to the results mentioned under numbers two and three.

5. Our citizens would be offered an opportunity to participate in the profits of international Companies, that maintain important Settlements in the Netherlands Antilles, such as: K.L.M., O.G.E.M., K.N.S.M.

We should not underestimate these advantages. They may change the entire outlook of the economy of this country.

Besides the advantages shown above, the foundation of a Stock Exchange would have the attraction of creating employment, founding a new profession, that of Stockbroker and although their number would probably not be too large, at

least an additional 100 would have to be employed in this new profession.

There exists the possibility that within the frame of the Statuut of the Netherlands Kingdom, technical assistance would be rendered by the Amsterdam Stock Exchange toward the foundation of Stock Exchange on Aruba.

The entire financial structure of this area would be complemented toward financial maturity by the establishment of a central market place to negotiate securities. Through the expected activity of a Securities Exchange those who supply Investment Capital are brought into contact with those who demand funds for purposes of an economic expansion that will utilize our labor resources.

How would this Stock Exchange operate?

In order to operate as a Stockbroker, one would be admitted to a voluntary association, and would have to pay dues on a yearly basis.

The general public would make purchases or sales on the Stock Exchange through these Stock brokers. A prospective buyer or seller would merely go to any Stockbroker's office and place his order to buy or sell. In the case of buying, if he has not already made credit arrangements with his Bank or with the Broker, he must deposit cash or acceptable securities.

The Stock Exchange would set high standards and police its own regulations for its members and Corporations who have Stocks listed on its Exchange.

We in Aruba are in an especially favorable position, because we do have progressive businessmen, a favorable investment climate, a diligent local Government and monetary resources available.

Would there be sufficient securities available presently to merit the foundation of a local Stock Exchange?

I think so. There are the shares of a number of Corporations like: Aruven, Aruba Beach Club N.V., Hotel Maatschappij Ned. Ant., Hotel Curaçao, Antilliaanse Brouwery, Antilliaanse Financierings Maatschappij, Spaar— en Beleenbank Curaçao, Curacaosche Hypotheekbank, Esperanza, Curacao Trading Company, Mijn Maatschappij Curacao, Certificates of local Banks and mortgage Banks, Overzeese Beleggings Trust, and Bonds like Netherlands Antillian 4½%, Curacao 4½%. Possibly there are even many more already.

I think that the idea merits serious consideration among those in Aruba who agree in principal with the writer of this article.

PAGINA DE LOS PUBLICADORES

Por: Morris Serphos Jr.

La primera edición de este renovado "Echo" marcará un paso muy importante en el desarrollo económico de la Isla de Aruba.

Representa una edición fomentada por la "Aruba Merchants Association" (Asociación de Comerciantes Arubanos), la cual existe ya hace años y que tiene por destino adelantar al bienestar económico de la isla y ayudar cuanto pueda a sus miembros.

¿Cuál es el objeto del "Echo"?

Supongamos que cada lector aprecie los estatutos de la fundación "Echo of Aruba" que ha recibido su carta constitucional en enero de este año. Artículo Nr. 3 de los estatutos dice: La razón de la fundación es propagar Aruba como lugar de turismo, locación para el establecimiento de industrias y como sitio de Compañías de Inversión. Además la publicación tiene por objeto el activar las relaciones entre la "Aruba Merchants Association" y sus miembros.

La revista mensual será distribuido gratis en las Antillas Neerlandesas, en los otros países del Reinado Neerlandés, en los Estados Unidos de la América del Norte, en Venezuela, en Colombia y en otros países vecinos.

Será circulado entre grupos y personas que tienen influencia en los ramos de la industria, del comercio, de los bancos y de las profesiones libres.

Oportunamente cuando esta edición será publicada la Isla de Aruba recibirá más y más atención gracias a la inauguración del primer Hotel de Turismo en Aruba, el Aruba Caribbean Hotel, que sin duda aumentará la ya favorable posición económica de Aruba y que la hará conocida por todo el mundo.

La "Aruba Merchants Association" y los anunciantes financieran la publicación sin subsidio alguno de otras fuentes.

La circulación mensual consiste de más de 1000 copias.

Los hombres de negocio se darán claramente cuenta del beneficio de poder traer un anuncio al

alcance de tal importante público.

¿Cuales serán los resultados de Echo?

Creemos que más inversionistas interesados verán la ventaja de participar en la joven, vigorosa y creciente economía de esta isla, con hombres de negocio progresivos en las líneas adelantadas para el avance de la isla.

Esperamos más industrias para emplear nuestra clase obrera, que los gastos de vida siguen estabilizándose, una diminución fundamental de los impuestos que ya están muy bajos, unos de los más bajos en el hemisferio occidental, con gran ventaja por la inmunidad de impuestos para una nueva industria. Esperamos especialización de los trabajadores y perfeccionada educación para ellos de manera que puedan disfrutar completamente la creciente economía de la isla.

Esperamos una cooperación estrecha con las autoridades interesadas, una estimación del hecho de que el comercio de Aruba mismo quiere tomar parte en su progreso. Estamos convencidos de que una cooperación efectiva entre Comercio, Trabajo y Gobierno creará el más favorable ambiente para la mejoría del desarrollo económico de todos nuestros recursos.

A Ustedes, lectores en el extranjero, que estén interesados en la ventaja de estabilizarse en nuestra isla de Aruba, quisiéramos ofrecerles un servicio adicional. Si Usted quiere obtener más datos y cifras no vacile en escribirnos y le daremos cuantas informaciones que tangamos a nuestra disposición. Las informaciones que no poseemos las obtendremos de las oficinas del Gobierno de los abogados locales y de otros peritos.

Con mucho gusto le ofrecemos nuestra asistencia en resolver sus problemas.

Haga el favor de enviar sus preguntas al: Publisher of the "Echo of Aruba", Box 200, St. Nicolaas, Aruba, Netherlands Antilles.

Cada批评ismo constructivo de nuestros lectores donde quiera nos es bienvenido.

Hotel Aruba Caribbean

Por: C. M. Bastiaanse

El hotel nuevo en Aruba es, en muchos respectos, único en su género. Sin duda, hay en todo el mundo muchos excellentes hoteles, igual a éste.

No obstante, para un huésped son todos iguales, la recepción es igual, la llave del cuarto es igual, solamente el marbete puede ser de diferente co-

lor y medida, las facilidades son iguales.

Cada hotel ofrece cierto criterio de comodidad.

Es un lugar para comer y dormir. Es también un lugar de donde un huésped quiere huir para volver sólo en caso necesario.

Lo mismo que otros hoteles modernos el Hotel Aruba es un edificio moderno y ofrece facilidades modernas. Pero el edificio está situado en una playa magnífica, rodeado de palmas.

El paisaje es fascinante. La entrada está lejos de ser normalizada. El arquitecto, el distinguido señor Morris Lapidus, de nacionalidad americana, debe tener una mente ingeniosa. Es un arquitecto muy apto y también construyó el Eden Rock y la Fontainbleau en Miami, el Arowak Hotel en Jamaica etc. Sin duda hubiera sido tan bueno en otra profesión como, digamos, psicología.

Su edificio no es, cueste lo que cueste, moderno. Simplemente tiene un estilo moderno porque es racional y bonito.

Por diferentes medios el arquitecto logró en combinar al edificio con sus alrededores. Por ejemplo tuvo el corazón para usar el seto local de cacto. El fondo histórico, tanto local como holandés, fué insertado en el proyecto, pero no fortuito. El resultado total es una entidad agradable y orgánica, de la cual el huésped no querrá huir. Se sentirá en casa y, además, se sentirá constantemente intrigado por varios puntos inesperados.

Y por eso, el nuevo Hotel Aruba es único en su género: No le aburrirá.

No es una feliz coincidencia. Es el resultado de "planning".

El distinguido señor Michael Kuiperi de la Oficina de Turismo de Aruba me informó sobre el planning detrás de la construcción de este hotel.

Me informó porqué fundaron la compañía N.V. Aruven, porqué contrataron al señor Lapidus y porqué confiaron la construcción del edificio a la compañía Taylor West Indian Construction.

Para la operación Aruven buscó contacto con Condado Caribbean Hotels Inc. Esta compañía experta, presidente el distinguido señor Morris de Woskin, tiene entre otros en operación el Executive House en Chicago, el Condado Beach y El Barranquitas en Puerto Rico, el Havana Riviera en Cuba.

Especificaron que todas las pérdidas serán por cuenta de Condado y que Condado recibirá una tercera parte de las ganancias.

Esto muestra la confianza que señor de Woskin tiene en el buen éxito del hotel nuevo y por consi-

guiente en el director, el distinguido señor Carl Woite.

Para asegurar un buen éxito algunas circunstancias favorables deben estar presentes y hay que hacer mucho planning.

Desde hace unos meses un representante de Condado está viajando en los Estados Unidos y en la América del Sur para atraer negocio para el hotel. Este señor tuvo mucho éxito en el caso lluvia, pero sí hay sol. Nuestras playas son inpodemos esperar que tendrá a lo menos tanto éxito ahora, pués puede ofrecer más en nuestro caso.

Nuestro clima es mejor. No hay tornados ni de los hoteles de Puerto Rico y por consiguiente comparablemente mejores.

La población de Aruba no habla sólo un idioma, sino cuatro, es saber inglés, español, holandés y papiamento.

Los precios en Aruba son más bajos, sobre todo para artículos de lujo, como licores, perfumes, equipo de fotografía, joyas.

Los precios de Puerto Rico son tan altos como en los Estados Unidos, es decir para esta clase de mercancía.

Por motivo que Aruba tiene una ventaja en todos estos respectos sobre sus competidores, Aruven se siente justificado en esperar un alto porcentaje de ocupación para los 120 cuartos y las 20 cabañas.

Los precios de los cuartos son comparativamente bajos. Son absolutamente bajos en relación con el costo de edificio, mobiliario y equipo. Sin embargo, Hotel Aruven es un "resort hotel" (hotel de vacaciones), de tal manera que las proporciones de un "transient hotel" (hotel de pasajeros) no son aplicables. Lo mismo es válido para el número de empleados, que no necesita ser 120.

En el pasado Arub no tuvo bastante acomodación. Hotel Aruba no sólo provee una necesidad, sino también crea la posibilidad de un mejor desarrollo de los recursos de Aruba. El provecho directo de este hotel nuevo para la economía de Aruba será considerable, la ventaja indirecta es más valiosa aún.

No obstante, no hay fórmula simple: "Construya un hotel y sin más ni menos Aruba prosperará". La cooperación de todos es esencial. Contamos con la industria de la población, la integridad de nuestros comerciantes para mantener el nivel de precios y sobre todo: tenemos que anunciar. Debemos llamar la atención hacia Aruba. Sólo un hotel, el mismo Hotel Aruba, no basta, pero industria, honradez y cortesía juntas harán Aruba atractiva para la industria del turismo.

ENKELE ASPECTEN (vervolg van pagina 6)

Over deze onontbeerlijke uniformiteit zullen wij terugkomen wanneer de organisatie van I.C.A.O. (International Civil Aviation Organization) ter sprake komt.

Het moderne vliegtuig, de trots van de chemische-, electro-tecnische-, werktuigbouwkundige-, en zovele andere wetenschappen, dat gemiddeld F. 20.000.000.— kost, en dat zich door de lucht verplaatst met snelheden van 1000 en meer kilometers per uur, op zijn weg geleid door middel van minimale manipulaties aan handels en knopjes, verricht door één enkele man, is een sprekend bewijs van het menselijk kunnen.

Het heeft bovendien ongekende beroering gebracht op, om maar enkele te noemen, econo-

misch-, politiek-, staatkundig-, technisch- en meteorologisch terrein en eist voortdurend de aandacht en concentratie, zowel op nationaal als op internationaal niveau. Deze concentratie, deze gespannenheid waarmede technici, economen, juristen, politici etc. dit spel in de ruimte moeten volgen, geschieft in Nederland centraal en wel bij de Rijksluchtvaartdienst in Den Haag.

Hier in de Nederlandse Antillen kennen wij de Luchtvaartdienst op Curacao.

In de volgende artikelen zullen wij de organisatie van de Rijksluchtvaartdienst in Nederland bekijken en vluchtig door de vele afdelingen en bureaux, die deze dienst rijk is, stappen en hierdoor tegenkomen alles wat met onze heden-dagse luchtvaart te maken heeft.

(wordt vervolg)

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